



**Euromonitor  
International**

# Dairy Products and Alternatives in Uruguay

August 2024

Table of Contents

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024  
Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024  
Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024  
Table 5 - Penetration of Private Label by Category: % Value 2019-2024  
Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024  
Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029  
Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Uruguay

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited development of prepared baby food  
Dried baby food faces challenges due to health trends  
Modest growth in milk formula amidst supply chain disruptions

PROSPECTS AND OPPORTUNITIES

Niche market for liquid milk formula  
Multinational companies to maintain dominance  
Positive but limited growth across baby food categories

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2019-2024  
Table 10 - Sales of Baby Food by Category: Value 2019-2024  
Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024  
Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024  
Table 13 - NBO Company Shares of Baby Food: % Value 2020-2024  
Table 14 - LBN Brand Shares of Baby Food: % Value 2021-2024  
Table 15 - Distribution of Baby Food by Format: % Value 2019-2024  
Table 16 - Forecast Sales of Baby Food by Category: Volume 2024-2029  
Table 17 - Forecast Sales of Baby Food by Category: Value 2024-2029  
Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029  
Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Uruguay

KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Rebound in butter and spreads driven by improved supply  
Butter leads category growth amidst economic recovery  
Margarine market dominated by foreign brands amidst challenges

## PROSPECTS AND OPPORTUNITIES

Sophistication and diversification of butter and spreads portfolio  
Increased competition despite Conaprole's continued dominance  
Limited prospects for cooking fats within butter and spreads

## CATEGORY DATA

Table 20 - Sales of Butter and Spreads by Category: Volume 2019-2024  
Table 21 - Sales of Butter and Spreads by Category: Value 2019-2024  
Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024  
Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024  
Table 24 - NBO Company Shares of Butter and Spreads: % Value 2020-2024  
Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024  
Table 26 - Distribution of Butter and Spreads by Format: % Value 2019-2024  
Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029  
Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029  
Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## Cheese in Uruguay

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Modest expansion of cheese consumption supported by economic recovery  
Foodservice continues to drive cheese demand  
Cooperativa Nacional de Productores de Leche maintains leadership in a competitive environment

## PROSPECTS AND OPPORTUNITIES

Expansion of private label cheese across varieties  
Potential revival of Calcar and Claldy through government support  
Strong prospects for packaged hard cheese amidst economic recovery

## CATEGORY DATA

Table 31 - Sales of Cheese by Category: Volume 2019-2024  
Table 32 - Sales of Cheese by Category: Value 2019-2024  
Table 33 - Sales of Cheese by Category: % Volume Growth 2019-2024  
Table 34 - Sales of Cheese by Category: % Value Growth 2019-2024  
Table 35 - Sales of Spreadable Cheese by Type: % Value 2019-2024  
Table 36 - Sales of Soft Cheese by Type: % Value 2019-2024  
Table 37 - Sales of Hard Cheese by Type: % Value 2019-2024  
Table 38 - NBO Company Shares of Cheese: % Value 2020-2024  
Table 39 - LBN Brand Shares of Cheese: % Value 2021-2024  
Table 40 - Distribution of Cheese by Format: % Value 2019-2024  
Table 41 - Forecast Sales of Cheese by Category: Volume 2024-2029  
Table 42 - Forecast Sales of Cheese by Category: Value 2024-2029  
Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029  
Table 44 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

## Drinking Milk Products in Uruguay

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Continued contraction in sales of drinking milk products due to high per capita consumption and demographic challenges  
Shift towards shelf-stable milk as fresh milk consumption declines  
Conaprole maintains leadership amidst increased competition and supply challenges

### PROSPECTS AND OPPORTUNITIES

Focus on value-added drinking milk products to boost profit margins  
Flavoured milk drinks to lead in a slowly contracting market  
Clady SA poised for recovery with new investments and strategic expansions

### CATEGORY DATA

Table 45 - Sales of Drinking Milk Products by Category: Volume 2019-2024  
Table 46 - Sales of Drinking Milk Products by Category: Value 2019-2024  
Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024  
Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024  
Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024  
Table 50 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024  
Table 51 - Distribution of Drinking Milk Products by Format: % Value 2019-2024  
Table 52 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029  
Table 53 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029  
Table 54 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029  
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

## Yoghurt and Sour Milk Products in Uruguay

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Positive growth in yoghurt and sour milk products driven by recovery in production and purchasing power  
Flavoured yoghurt growth fuelled by larger pack sizes and value-added options  
Financial challenges impact smaller players, but government support provides hope

### PROSPECTS AND OPPORTUNITIES

Plain yoghurt expected to lead growth, supported by health-oriented marketing  
Fort-Masis (Danone) poised for continued growth with local production and sustainability focus  
Growing demand for lactose-free yoghurt amidst regulatory changes

### CATEGORY DATA

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024  
Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024  
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024  
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024  
Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024  
Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024  
Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024  
Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024  
Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029  
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029  
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029  
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Uruguay

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising health consciousness influences dessert preferences
- Decline in coffee whitener sales due to limited options and health concerns
- Fort-Masis SA leads chilled and shelf-stable desserts with a focus on imported products

PROSPECTS AND OPPORTUNITIES

- Modest growth expected in other dairy amidst health trends
- Increased competition with Conaprole maintaining leadership
- Home-cooking trends sustain demand for cream and flavoured condensed milk

CATEGORY DATA

- Table 68 - Sales of Other Dairy by Category: Volume 2019-2024
- Table 69 - Sales of Other Dairy by Category: Value 2019-2024
- Table 70 - Sales of Other Dairy by Category: % Volume Growth 2019-2024
- Table 71 - Sales of Other Dairy by Category: % Value Growth 2019-2024
- Table 72 - Sales of Cream by Type: % Value 2019-2024
- Table 73 - NBO Company Shares of Other Dairy: % Value 2020-2024
- Table 74 - LBN Brand Shares of Other Dairy: % Value 2021-2024
- Table 75 - Distribution of Other Dairy by Format: % Value 2019-2024
- Table 76 - Forecast Sales of Other Dairy by Category: Volume 2024-2029
- Table 77 - Forecast Sales of Other Dairy by Category: Value 2024-2029
- Table 78 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029
- Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Uruguay

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dynamic growth in other plant-based milk
- Soy drinks remain strong but face competition
- Fortylex SA maintains market dominance amidst growing competition

PROSPECTS AND OPPORTUNITIES

- Strong potential for expansion in plant-based dairy
- Foodservice channel expected to incorporate more plant-based options
- Modern grocery retailers to lead plant-based dairy sales

CATEGORY DATA

- Table 80 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 81 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 82 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 83 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 84 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 85 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 86 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-uruguay/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-uruguay/report).